

Earned Media



Highlights:

- Six media hits garnering 5,723,914 impressions, including a national hit on Yahoo! Food in December
- Cathy Enright and Kevin Folta took part in a media teleconference with Bloomberg, POLITICO, AgriPulse and CQ Roll Call leading directly to a piece in POLITICO and informing a piece in CQ Roll Call
- Cathy Enright interviewed for new Yahoo! Food section about GMO basics and KGNC Radio in Amarillo Texas about the future of agriculture and GMOs

POLITICO



Bloomberg



CORN & SOYBEAN

St. Louis
Business
Journal

DIGEST™

FOOD

2013 Highlights:

- 81 media placements garnered 10,152,217 impressions with Cathy Enright, Martina Newell-McGloughlin and Cami Ryan frequently quoted
- 26 media placements on Launch Day including The New York Times and Huffington Post
- Ongoing development of relationships with Tamar Haspel, The Motley Fool and POLITICO



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